(d) based upon the relative values of the first and second proximities, choosing one of the first and second servers to fill client requests for the content, wherein at least one of the first and second proximities is determined by at least one of the following factors: congestion, noise and loss on a network segment, and charges incurred to send.

23.(once amended) A method of releasing stored content items from a server to make room for new content items, the method comprising:

(a) identifying, on the server, a first stored content item and a second stored content item;

(b) determining a first proximity between the server and a source of the first stored content item;

(c) determining a second proximity between the server and a source of the second stored content item; and

(d) releasing one of the first and second stored content items based upon the relative values of the first and second proximities, wherein at least one of the first and second proximities is determined by at least one of the following factors: bandwidth, number of hops, congestion, noise and loss on a network segment, and charges incurred to send .

29. (once amended) A content control system for propagating content on a network, the content control system comprising:

an interface to the network; and

a processor and a memory coupled to said processor, the processor and memory configured or designed to determine proximities of network nodes to one another and to propagate content to one of said nodes based upon a proximity determination, wherein at least one of the proximities is determined by at least one of the following factors: congestion, noise and loss on a network segment, and charges incurred to send .